

Listing of the Claims:

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1 1. (Currently Amended) A broadcasting service system comprising:
 - 2 a broadcast station for broadcasting a program content;
 - 3 at least one audiovisual system for generating a request for viewing
 - 4 the program content, for selectively viewing a broadcast advertisement
 - 5 content, and for viewing a rebroadcast program content; and
 - 6 a repeater station for storing the program content broadcasted by the
 - 7 broadcast station and for conditionally rebroadcasting the stored program
 - 8 content ~~contents~~ to at least one audiovisual system making a request for
 - 9 viewing the program content ~~contents~~ in response to at least one audiovisual
 - 10 system generating the request to view the program contents,
 - 11 wherein the repeater station conditional rebroadcasting includes
 - 12 connecting audiovisual systems in response to its generated request for
 - 13 viewing the program content, and broadcasting the advertisement content to
 - 14 the connected audiovisual systems,
 - 15 wherein the repeater station conditional rebroadcasting further
 - 16 includes detecting the number of the connected audiovisual systems viewing
 - 17 the advertisement content and generating an advertisement effect
 - 18 measurement based on the detected number and a broadcasting time of the
 - 19 advertisement contents, and
 - 20 wherein the repeater station conditional rebroadcasting further
 - 21 includes comparing the advertising effect measurement to a predetermined
 - 22 target advertising effects and, if the advertising effect measurement meets
 - 23 the predetermined target advertising effect, to rebroadcast the stored
 - 24 program contents to the connected audiovisual systems, and, if advertisement
 - 25 effect measurement fails to meet the predetermined target advertisement

26 effect, to not rebroadcast the stored program contents to the connected
27 audiovisual systems.

1 2. (Previously Presented) The broadcasting service system of claim 1,
2 wherein the repeater station conditional rebroadcasting further
3 includes calculating an expected waiting time until the rebroadcasting of the
4 program content is started, based on the measured result of the
5 advertisement effect, and is arranged to broadcast a combination of the
6 advertisement contents and the calculated expected waiting time to the
7 connected audiovisual systems.

1 3. (Previously Presented) The broadcasting service system of claim 1,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents;
4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,
7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each of the program contents
9 on the basis of a number of the audiovisual systems generating a request for
10 viewing each of said plurality of program contents,
11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,
14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,
18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program

20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and
22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing only the program contents for which the
24 generated prediction indicates advertisement effects exceeding their
25 recording costs.

1 4. (Currently Amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program content;
3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 content ~~contents~~ to at least one audiovisual system making a request for
9 viewing the program content ~~contents~~ in response to at least one audiovisual
10 system generating the request to view the program contents,
11 wherein the repeater station includes:
12 a receiver for receiving the program content broadcasted by the
13 broadcast station;
14 a program contents storage for storing the program content received by
15 the receiver;
16 an advertisement contents storage for storing an advertisement
17 content;
18 a broadcasting set for connecting said audiovisual systems in response
19 to its generated request for viewing the program content, and for
20 broadcasting the advertisement content stored in the advertisement contents
21 storage to the audiovisual systems connected to the broadcasting set; and
22 an advertisement effect measurer for detecting the number of the
23 connected audiovisual systems viewing the advertisement contents and for

24 generating an advertisement effect measurement based on the detected
25 number and on the broadcasting time of the advertisement contents,
26 wherein the advertisement effect measurer controls the broadcasting
27 set to rebroadcast the stored program content based on the generated
28 advertisement effect measurement, to start rebroadcasting of the stored
29 program content to the connected audiovisual systems if the advertising
30 effect measurement meets the predetermined target advertising effect, and, if
31 the advertisement effect measurement fails to meet the predetermined target
32 advertisement effect, to not rebroadcast the stored program content to the
33 connected audiovisual systems.

1 5. (Previously Presented) The broadcasting service system of claim 4,
2 wherein the advertisement effect measurer further calculates an
3 expected waiting time until the rebroadcasting of the program contents is
4 started, based on the advertisement effect measurement, and
5 wherein the broadcasting set broadcasts a combination of the
6 advertisement contents and the expected waiting time calculated by the
7 advertisement effect measurer to the broadcasting screen of the connected
8 audiovisual systems.

1 6. (Currently Amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program content;
3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 content ~~contents~~ to at least one audiovisual system making a request for
9 viewing the program content ~~contents~~ in response to at least one audiovisual
10 system generating the request to view the program content ~~contents~~; and

11 an advertisement broadcast station for broadcasting the advertisement
12 content,

13 wherein the repeater station conditional rebroadcasting includes
14 connecting at least one audiovisual system in response to its generated
15 request for viewing the program content, and includes broadcasting the
16 advertisement content to the connected audiovisual systems,

17 wherein the repeater station conditional rebroadcasting includes
18 detecting the number of the connected audiovisual systems viewing the
19 advertisement contents and includes generating an advertisement effect
20 measurement based on the detected number and on the broadcasting time of
21 the advertisement content ~~contents~~, and

22 wherein the repeater station conditional rebroadcasting further
23 includes comparing the advertising effect measurement to a predetermined
24 target advertising effects and, if the advertising effect measurement meets
25 the predetermined target advertising effect, to rebroadcast the stored
26 program contents to the connected audiovisual systems, and, if the
27 advertisement effect measurement fails to meet the predetermined target
28 advertisement effect, to not rebroadcast the stored program content to the
29 connected audiovisual systems.

1 7. (Currently Amended) The broadcasting service system of claim 6,
2 wherein the repeater station conditional rebroadcasting includes
3 calculating an expected waiting time until the rebroadcasting of the program
4 contents is started, based on the advertisement effect measurement, and
5 further includes broadcasting a combination of the advertisement content
6 ~~contents~~ and the calculated expected waiting time to the connected
7 audiovisual systems.

1 8. (Previously Presented) The broadcasting service system of claim 6,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,
4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,
7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each program of the program
9 contents on the basis of a number of the audiovisual systems generating a
10 request for viewing each of said plurality of program contents,
11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,
14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,
18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program
20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and
22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing only the program contents for which the
24 generated prediction indicates advertisement effects exceeding their
25 recording costs.

1 9. (Currently Amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program content;

3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content;

6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 content ~~contents~~ to at least one audiovisual system making a request for
9 viewing the program contents in response to at least one audiovisual system
10 generating the request to view the program content; and

11 an advertisement broadcast station for broadcasting the advertisement
12 content ~~contents~~, wherein the repeater station includes:

13 a first receiver for receiving the program content broadcasted by the
14 broadcast station;

15 a second receiver for receiving the advertisement content ~~contents~~
16 broadcasted by the advertisement broadcast station;

17 a program contents storage for storing the program content received by
18 the first receiver;

19 a broadcasting set for connecting at least one audiovisual system in
20 response to its request for viewing the program content ~~contents~~ stored in the
21 program contents storage and broadcasting the program content ~~contents~~ and
22 the advertisement content ~~contents~~ received by the second receiver to the
23 audiovisual systems connected to the broadcasting set; and

24 an advertisement effect measurer for detecting the number of the
25 connected audiovisual systems viewing the advertisement content ~~contents~~
26 and for-generating an advertisement effect measurement based on the
27 detected number,

28 wherein the advertisement effect measurer controls the broadcasting
29 set to rebroadcast the program content ~~contents~~ requested by the connected
30 audiovisual systems to the connected audiovisual systems if the advertising
31 effect measurement meets the predetermined target advertising effect, and, if
32 the advertisement effect measurement fails to meet the predetermined target

33 advertisement effect, to not rebroadcast the stored program content to the
34 connected audiovisual systems.

1 10. (Currently Amended) The broadcasting service system of claim 9,
2 wherein the advertising effect measurer calculates an expected waiting
3 time until the rebroadcasting of the program content ~~contents~~ is started,
4 based on the measured advertisement effect, and
5 wherein the broadcasting set broadcasts a combination of the
6 advertisement content ~~contents~~ and the calculated expected waiting time to
7 the connected audiovisual systems.

1 11. (Currently Amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program content;
3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 contents to at least one audiovisual system making a request for viewing the
9 program content ~~contents~~ in response to at least one audiovisual system
10 generating the request to view the program content ~~contents~~,
11 wherein the repeater station conditional rebroadcasting includes
12 connecting at least one audiovisual system in response to its generated
13 request for viewing the program content,
14 wherein the repeater station conditional rebroadcasting includes
15 generating a prediction of whether or not a predetermined target
16 advertisement effect can be attained within a broadcasting time of the
17 program content under a condition that a broadcasting of a given advertising
18 content ~~contents~~ is inserted during a rebroadcasting of the program content

19 requested by the connected audiovisual systems to the audiovisual systems
20 connected to the repeater station, and

21 wherein the repeater station conditional rebroadcasting includes
22 rebroadcasting the program content requested by the connected audiovisual
23 systems to the connected audiovisual systems while inserting the
24 broadcasting of the advertisement contents during the rebroadcasting of the
25 program content ~~contents~~ if the prediction indicates that the predetermined
26 target advertisement effect can be attained, and

27 wherein the repeater station conditional rebroadcasting includes not
28 rebroadcasting the program contents requested by the connected audiovisual
29 systems to the connected audiovisual systems if the prediction indicates that
30 the predetermined target advertisement effect cannot be attained.

1 12. (Currently Amended) The broadcasting service system of claim 11,
2 wherein the repeater station includes:

3 a receiver for receiving the program contents broadcasted by the
4 broadcast station;

5 a program contents storage for storing the program contents received
6 by the receiver;

7 an advertisement contents storage for storing the advertisement
8 content ~~contents~~;

9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program content ~~contents~~ stored in the
11 program contents storage, and rebroadcasting the program content ~~contents~~
12 requested by the audiovisual systems connected to the broadcasting set to the
13 connected audiovisual systems while inserting the broadcasting of the
14 advertisement content ~~contents~~ stored in the advertisement contents storage
15 during the rebroadcasting of the program content ~~contents~~; and

16 an advertisement effect measurer for generating said prediction of
17 whether or not a predetermined target advertisement effect can be attained

18 within a broadcasting time of the program content ~~contents~~ under the
19 condition that the broadcasting of the advertisement content ~~contents~~ is
20 inserted during the rebroadcasting of the program content ~~contents~~ to the
21 connected audiovisual systems.

1 13. (Previously Presented) The broadcasting service system of claim 11,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,
4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,
7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each program of the program
9 contents on the basis of a number of the audiovisual systems generating a
10 request for viewing each of said plurality of program contents,
11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,
14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,
18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program
20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and
22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing only the program contents for which the

24 generated prediction indicates advertisement effects exceeding their
25 recording costs.

1 14. (Currently Amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program content;
3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 content ~~contents~~ to at least one audiovisual system making a request for
9 viewing the program content ~~contents~~ in response to at least one audiovisual
10 system generating the request to view the program content ~~contents~~; and
11 an advertisement broadcast station for broadcasting the advertisement
12 content ~~contents~~,
13 wherein the repeater station conditional rebroadcasting includes
14 connecting at least one audiovisual system in response to its generated
15 request for viewing the program content,
16 wherein the repeater station conditional rebroadcasting includes
17 generating a prediction of whether or not a predetermined target
18 advertisement effect can be attained within a broadcasting time of the
19 program contents under a condition that a broadcasting of given advertising
20 contents is inserted during a rebroadcasting of the program content
21 requested by the connected audiovisual systems to the audiovisual systems
22 connected to the repeater station, and
23 wherein the repeater station conditional rebroadcasting includes
24 rebroadcasting the program content ~~contents~~ requested by the connected
25 audiovisual systems to the connected audiovisual systems while inserting the
26 broadcasting of the advertisement content ~~contents~~ during the rebroadcasting

27 of the program content ~~contents~~ if the generated prediction indicates that the
28 predetermined target advertisement effect can be attained, and
29 wherein the repeater station conditional rebroadcasting includes not
30 rebroadcasting the program content ~~contents~~ requested by the connected
31 audiovisual systems to the connected audiovisual systems if the generated
32 prediction indicates that the predetermined target advertisement effect
33 cannot be attained.

1 15. (Currently Amended) The broadcasting service system of claim 14,
2 wherein the repeater station includes:
3 a first receiver for receiving the program content ~~contents~~ broadcasted
4 by the broadcast station;
5 a second receiver for receiving the advertisement content ~~contents~~
6 broadcasted by the advertisement broadcast station;
7 a program contents storage for storing the program content ~~contents~~
8 received by the first receiver;
9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program content ~~contents~~ stored in the
11 program contents storage, and rebroadcasting the program content ~~contents~~
12 requested by the audiovisual systems connected to the broadcasting set to the
13 connected audiovisual systems while inserting the broadcasting of the
14 advertisement content ~~contents~~ received by the second receiver during the
15 rebroadcasting of the program content ~~contents~~; and
16 an advertisement effect measurer for generating the prediction of
17 whether or not the predetermined target advertisement effect can be attained
18 within the broadcasting time of the program content ~~contents~~ under the
19 condition that the broadcasting of the advertisement content ~~contents~~ is
20 inserted during the rebroadcasting of the program content ~~contents~~ to the
21 connected audiovisual systems[.,,].

1 16. (Previously Presented) The broadcasting service system of claim 14,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,
4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,
7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each program of the program
9 contents on the basis of a number of the audiovisual systems generating a
10 request for viewing each of said plurality of program contents,
11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,
14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,
18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program
20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and
22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing, based on said generated prediction, only the
24 program contents for which the generated prediction indicates advertisement
25 effects exceeding their recording costs.

1 17. (Currently Amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting program contents;

3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and

6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 content ~~contents~~ to at least one audiovisual system making a request for
9 viewing the program content ~~contents~~ in response to at least one audiovisual
10 system generating the request to view the program content ~~contents~~,

11 wherein the repeater station conditional rebroadcasting includes
12 generating a prediction indicating whether or not a predetermined target
13 advertisement effect can be attained within a broadcasting time of the
14 program content under a condition that a broadcasting of given advertising
15 content ~~contents~~ is inserted during a rebroadcasting of the program content
16 requested by the connected audiovisual systems to the audiovisual systems
17 connected to the repeater station, and

18 wherein the repeater station conditional rebroadcasting includes
19 rebroadcasting the program content ~~contents~~ requested by the connected
20 audiovisual systems to the connected audiovisual systems while inserting the
21 broadcasting of the advertisement content ~~contents~~ during the rebroadcasting
22 of the program contents if the generated prediction indicates that the
23 predetermined target advertisement effect can be attained, and

24 wherein the repeater station conditional rebroadcasting includes not
25 rebroadcasting the program content ~~contents~~ requested by the connected
26 audiovisual systems to the connected audiovisual systems if the generated
27 prediction indicates that the predetermined target advertisement effect
28 cannot be attained.

1 18. (Currently Amended) The broadcasting service system of claim 17,
2 wherein the repeater station includes:

3 a receiver for receiving the program content ~~contents~~ broadcasted by
4 the broadcast station;
5 a program contents storage for storing the program content ~~contents~~
6 received by the receiver;
7 an advertisement contents storage for storing the advertisement
8 content ~~contents~~;
9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program content ~~contents~~ stored in the
11 program contents storage, and rebroadcasting the combination of the
12 program content ~~contents~~ requested by the audiovisual systems connected to
13 the broadcasting set and the advertisement content ~~contents~~ stored in the
14 advertisement contents storage on the broadcasting screen to the connected
15 audiovisual systems; and
16 an advertisement effect measurer for generating the prediction
17 indicating whether or not a predetermined target advertisement effect can be
18 attained within the broadcasting time of the program content ~~contents~~ under
19 the condition that the combination of the program content ~~contents~~ and the
20 advertisement content ~~contents~~ on the broadcasting screen is rebroadcasted,
21 wherein the advertisement effect measurer controls the broadcasting
22 set to rebroadcast the combination of the program content ~~contents~~ and the
23 advertisement content ~~contents~~ on the broadcasting screen to the connected
24 audiovisual systems only when the prediction generated by the
25 advertisement effect measurer indicates that the predetermined target
26 advertisement effect can be attained within the broadcasting time of the
27 program content ~~contents~~ under said condition.

1 19. (Previously Presented) The broadcasting service system of claim 17,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,

4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,

7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each program of the program
9 contents on the basis of a number of the audiovisual systems generating
10 request for viewing each of said plurality of program contents,

11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,

14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,

18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program
20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and

22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing, based on said generated prediction, only the
24 program contents for which the generated prediction indicates advertisement
25 effects exceeding their recording costs.

1 20. (Currently Amended) A broadcasting service system comprising:

2 a broadcast station for broadcasting program contents;

3 at least one audiovisual system for generating a request for viewing
4 the program contents ~~content~~, for selectively viewing a broadcast

5 advertisement content, and for viewing a rebroadcast program content; and

6 a repeater station for storing the program contents ~~content~~ broadcasted
7 by the broadcast station and for conditionally rebroadcasting the stored

8 program contents to at least one audiovisual system making a request for
9 viewing the program contents in response to at least one audiovisual system
10 generating the request to view the program contents; and

11 an advertisement broadcast station for broadcasting advertisement
12 contents,

13 wherein the repeater station conditional rebroadcasting includes
14 connecting at least one audiovisual system in response to its request for
15 viewing the program contents ~~content~~,

16 wherein the repeater station conditional rebroadcasting includes
17 generating a prediction indicating whether or not a predetermined target
18 advertisement effect can be attained within a broadcasting time of the
19 program contents under a condition that a combination of the program
20 contents and the advertisement contents broadcasted by the advertisement
21 broadcast station on a broadcasting screen is rebroadcasted to the
22 audiovisual systems connected to the repeater station,

23 wherein the repeater station conditional rebroadcasting includes
24 rebroadcasting the combination of the program contents and the
25 advertisement contents on the broadcasting screen to the connected
26 audiovisual systems if the generated prediction indicates that the
27 predetermined target advertisement effect can be attained, and

28 wherein the repeater station conditional rebroadcasting includes not
29 rebroadcasting the combination of the program contents and the
30 advertisement contents on the broadcasting screen to the connected
31 audiovisual systems if the generated prediction indicates that the
32 predetermined target advertisement effect cannot be attained.

1 21. (Previously Presented) The broadcasting service system of claim 20,
2 wherein the repeater station includes:

3 a first receiver for receiving the program contents broadcasted by the
4 broadcast station;

5 a second receiver for receiving the advertisement contents broadcasted
6 by the advertisement broadcast station;

7 a program contents storage for storing the program contents received
8 by the first receiver;

9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program contents stored in the
11 program contents storage, and rebroadcasting the combination of the
12 program contents requested by the audiovisual systems connected to the
13 broadcasting set and the advertisement contents received by the second
14 receiver on a broadcasting screen of the connected audiovisual systems; and
15 an advertisement effect measurer for generating the prediction
16 indicating whether or not the predetermined target advertisement effect can
17 be attained within the broadcasting time of the program contents under the
18 condition that the combination of the program contents and the
19 advertisement contents on the broadcasting screen is rebroadcasted,

20 wherein the advertisement effect measurer controls the broadcasting
21 set to rebroadcast the combination of the program contents and the
22 advertisement contents on the broadcasting screen to the connected
23 audiovisual systems only when the advertisement effect measurer generates
24 a prediction indicating the predetermined target advertisement effect can be
25 attained.

1 22. (Previously Presented) The broadcasting service system of claim 20,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,

4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,

7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each program of the program

9 contents on the basis of a number of the audiovisual systems generating a
10 request for viewing each of said plurality of program contents,

11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,

14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,

18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program
20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and

22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing, based on said generated prediction, only the
24 program contents for which the generated prediction indicates advertisement
25 effects exceeding their recording costs.

1 23. (Currently Amended) A delay broadcasting method in broadcasting
2 service using a broadcasting service system, the method comprising:

3 broadcasting a program content from a broadcast station to a repeater
4 station;

5 storing the broadcast program content in the repeater station;

6 receiving a request at the repeater station, from one or more
7 audiovisual systems, to view the stored broadcast program content;

8 connecting the repeater station to the one or more audiovisual systems
9 corresponding to the received requests for viewing a program contents;

10 broadcasting advertisement contents from the repeater station to the
11 audiovisual systems connected to the repeater station;

12 measuring an advertisement effect based on a number of the
13 audiovisual systems viewing the advertisement contents and a broadcasting
14 time of the advertisement contents;
15 generating a discriminating result indicating whether or not a
16 predetermined target advertisement effect can be attained, based on a basis
17 of a result of the measuring ~~measured result~~ of the advertisement effect; and
18 conditional rebroadcasting a stored program contents requested by the
19 audiovisual systems to the audiovisual systems, the condition being at least
20 the discriminating result indicating ~~when it is determined~~ that the a
21 predetermined target advertisement effect can be attained.

1 24. (Currently Amended) A delay broadcasting method in broadcasting
2 service using a broadcasting service system, the method comprising:
3 broadcasting a program content from a broadcast station to a repeater
4 station;
5 storing the broadcast program content in the repeater station;
6 receiving a request at the repeater station, from one or more
7 audiovisual systems, to view the stored broadcast program content;
8 connecting the a repeater station to the one or more audiovisual
9 systems corresponding to the received requests for viewing a program
10 contents;
11 broadcasting advertisement contents from the repeater station to the
12 audiovisual systems connected to the repeater station;
13 measuring an advertisement effect, based on a number of the
14 audiovisual systems viewing the advertisement contents and a broadcasting
15 time of the advertisement contents;
16 generating a discriminating result indicating whether or not a
17 predetermined target advertisement effect can be attained, based on a basis
18 of a result of the measuring ~~measured result~~ of the advertisement effect; and

19 conditional rebroadcasting the a stored program contents requested by
20 the audiovisual systems to the audiovisual systems, the condition being at
21 least the discriminating result indicating ~~when it is determined~~ that the a
22 predetermined target advertisement effect can be attained.

1 25. (Currently Amended) The delay broadcasting method of claim 23, further
2 comprising ~~the steps of~~:

3 calculating an expected waiting time_i on the basis of the measured
4 result of the advertisement effect_i until the rebroadcasting of the program
5 contents is started; and

6 broadcasting a combination of the advertisement contents and the
7 expected waiting time on the broadcasting screen_i from the repeater system
8 to the audiovisual systems connected to the repeater system.

1 26. (Currently Amended) The delay broadcasting method of claim 24, further
2 comprising ~~the steps of~~:

3 calculating an expected waiting time_i on the basis of the measured
4 result of the advertisement effect_i until the rebroadcasting of the program
5 contents is started; and

6 broadcasting a combination of the advertisement contents and the
7 expected waiting time on the broadcasting screen_i from the repeater system
8 to the audiovisual systems connected to the repeater system.

1 27. (Currently Amended) A delay broadcasting method in broadcasting
2 service using a broadcasting service system, the method comprising:

3 broadcasting a program content from a broadcast station to a repeater
4 station;

5 storing the broadcast program content in the repeater station;

6 receiving a request at the repeater station, from one or more
7 audiovisual systems, to view the stored broadcast program content;

8 connecting a repeater station to one or more audiovisual systems
9 making a request for viewing the stored a program contents;
10 generating a predicting result indicating whether or not a
11 rebroadcasting of the stored program content to the audiovisual systems
12 making the request for viewing the stored program content will attain a
13 predetermined target advertisement effect ~~can be attained~~ within a
14 broadcasting time of the program contents, based on the number of
15 audiovisual systems making the request for viewing the program contents
16 and an assumption under a condition that broadcasting of an advertisement
17 contents will be is inserted during the rebroadcasting of the program contents
18 ~~to the audiovisual systems connected to a repeater station~~; and
19 conditional rebroadcasting the program contents requested by the
20 audiovisual systems to the audiovisual systems while inserting the
21 broadcasting of the advertisement contents during the rebroadcasting of the
22 program contents, the condition being at least the predicting result indicating
23 ~~only when it is predicted~~ that the a predetermined target advertisement
24 effect will ~~can~~ be attained.

1 28. (Currently Amended) A delay broadcasting method in broadcasting
2 service using a broadcasting service system, the method comprising:
3 broadcasting a program content from a broadcast station to a repeater
4 station;
5 storing the broadcast program content in the repeater station;
6 receiving a request at the repeater station, from one or more
7 audiovisual systems, to view the stored broadcast program content;
8 connecting a repeater station to one or more audiovisual systems
9 making a request for viewing the stored broadcast a program contents;
10 generating a predicting result indicating whether or not a
11 rebroadcasting of the stored program content to the audiovisual systems
12 making the request for viewing the stored program content will attain a

13 predetermined target advertisement effect ~~can be attained~~ within a
14 broadcasting time of the program contents, based on the number of
15 audiovisual systems making the request for viewing the program content and
16 an assumption under a condition that a broadcasting of an advertisement
17 contents broadcasted by an ~~the~~ advertisement broadcast station will be ~~is~~
18 inserted during a ~~the~~ rebroadcasting of the program contents ~~to the~~
19 ~~audiovisual systems connected to a repeater station~~; and
20 conditional rebroadcasting the program content ~~contents~~ requested by
21 the audiovisual systems to the audiovisual systems while inserting the
22 broadcasting of the advertisement contents during the rebroadcasting of the
23 program content ~~contents~~, the condition being at least the predicting result
24 indicating only when it is predicted that the predetermined target
25 advertisement effect will ~~can~~ be attained.

1 29. (Currently Amended) A delay broadcasting method in broadcasting
2 service using a broadcasting service system, the method comprising:
3 broadcasting a program content from a broadcast station to a repeater
4 station;
5 storing the broadcast program content in the repeater station;
6 receiving a request at the repeater station, from one or more
7 audiovisual systems, to view the stored broadcast program content;
8 connecting the ~~a~~ repeater station to the one or more audiovisual
9 systems making the ~~a~~ request for viewing the ~~a~~ program content ~~contents~~;
10 generating a predicting result indicating whether or not a
11 rebroadcasting of the stored program content to the audiovisual systems
12 making the request for viewing the program content will attain a
13 predetermined target advertisement effect ~~can be attained~~ within a
14 broadcasting time of the program ~~contents~~ content, based on the number of
15 audiovisual systems making the request for viewing the program content and
16 an assumption under a condition that a combination of the program content

17 ~~contents~~ requested by the audiovisual systems connected to the repeater
18 station and advertisement contents on a broadcasting screen will be ~~is~~
19 broadcasted to the connected audiovisual systems; and
20 conditional rebroadcasting a combination of the program content
21 ~~contents~~ and the advertisement contents on the broadcasting screen to the
22 audiovisual systems, the condition including at least the predicting result
23 indicating only when it is predicted that the a predetermined target
24 advertisement effect will ~~can~~ be attained.

1 30. (Currently Amended) A delay broadcasting method in broadcasting
2 service using a broadcasting service system, the method comprising:
3 broadcasting a program content from a broadcast station to a repeater
4 station;
5 storing the broadcast program content in the repeater station;
6 receiving a request at the repeater station, from one or more
7 audiovisual systems, to view the stored broadcast program content;
8 connecting a repeater station to the one or more audiovisual systems
9 making the a request for viewing the a program content contents;
10 generating a predicting result indicating whether or not a
11 rebroadcasting of the stored program content to the audiovisual systems
12 making the request for viewing the program content will attain a
13 predetermined target advertisement effect ~~can be attained~~ within a
14 broadcasting time of the program ~~contents~~ content, based on the number of
15 audiovisual systems making the request for viewing the program content and
16 an assumption under a condition that a combination of the program content
17 ~~contents~~ requested by the audiovisual systems connected to the repeater
18 station and a given advertisement contents on a broadcasting screen will be
19 ~~is~~ broadcasted to the connected audiovisual systems; and
20 conditional rebroadcasting a combination of the program content
21 ~~contents~~ and the advertisement contents on the broadcasting screen to the

22 audiovisual systems, the condition including at least the predicting result
23 indicating only when it is predicted that the a predetermined target
24 advertisement effect will ~~can~~ be attained.

1 31. (Currently Amended) The delay broadcasting method of claim 23,
2 wherein the broadcasting a program content further includes the broadcast
3 station broadcasting a plurality of programs of program contents and the
4 repeater station receives the a plurality of programs of program contents
5 broadcasted by the broadcast station, and further comprising:
6 calculating an advertisement effect of each program of the program
7 contents on the basis of a number of the audiovisual systems each making a
8 request for viewing each program of the program contents;
9 calculating a recording cost for recording each program of the program
10 contents;
11 calculating a proper recording time of each program of the program
12 contents on the basis of the calculated advertisement effect and the
13 calculated recording cost;
14 generating a selective storage predicting result, based on the calculated
15 advertisement effect, the calculated recording cost and the calculated proper
16 recording time of each program, indicating which from among the program
17 contents are likely ~~which permit~~ to obtain the advertisement effects
18 exceeding more than their recording costs ~~on the basis of their calculated~~
19 ~~proper recording times~~; and
20 conditional storing ~~selectively~~ only the program contents that the
21 selective storage predicting result indicates likely obtaining ~~predicted that~~
22 ~~the program contents permit to obtain the~~ advertisement effects exceeding
23 ~~more than~~ their recording costs.

1 32. (Currently Amended) The delay broadcasting method of claim 24,
2 wherein the broadcasting a program content further includes the broadcast

3 station broadcasting a plurality of programs of program contents and the
4 repeater station receives the a plurality of programs of program contents
5 broadcasted by the broadcast station, and further comprising:

6 calculating an advertisement effect of each program of the program
7 contents on the basis of a number of the audiovisual systems each making a
8 request for viewing each program of the program contents;

9 calculating a recording cost for recording each program of the program
10 contents;

11 calculating a proper recording time of each program of the program
12 contents on the basis of the calculated advertisement effect and the
13 calculated recording cost;

14 generating a selective storage predicting result, based on the calculated
15 advertisement effect, the calculated recording cost and the calculated proper
16 recording time of each program, indicating which from among the program
17 contents are likely which permit to obtain the advertisement effects
18 exceeding more than their recording costs on the basis of their calculated
19 proper recording times; and

20 conditional storing selectively only the program contents that the
21 selective storage predicting result indicates likely obtaining predicted that
22 the program contents permit to obtain the advertisement effects exceeding
23 more than their recording costs.

1 33. (Currently Amended) The delay broadcasting method of claim 27,
2 wherein the broadcasting a program content further includes the broadcast
3 station broadcasting a plurality of programs of program contents and the
4 repeater station receives the a plurality of programs of program contents
5 broadcasted by the broadcast station, and further comprising:

6 calculating an advertisement effect of each program of the program
7 contents on the basis of a number of the audiovisual systems each making a
8 request for viewing each program of the program contents;

9 calculating a recording cost for recording each program of the program
10 contents;

11 calculating a proper recording time of each program of the program
12 contents on the basis of the calculated advertisement effect and the
13 calculated recording cost;

14 generating a selective storage predicting result, based on the calculated
15 advertisement effect, the calculated recording cost and the calculated proper
16 recording time of each program, indicating which from among the program
17 contents are likely ~~which permit~~ to obtain the advertisement effects
18 exceeding more than their recording costs ~~on the basis of their calculated~~
19 ~~proper recording times~~; and

20 conditional storing selectively only the program contents that the
21 selective storage predicting result indicates likely obtaining ~~predicted that~~
22 ~~the program contents permit to obtain the~~ advertisement effects exceeding
23 ~~more than~~ their recording costs.

1 34. (Currently Amended) The delay broadcasting method of claim 28, wherein
2 the broadcasting a program content further includes the broadcast station
3 broadcasting a plurality of programs of program contents and the repeater
4 station receives the ~~a~~ plurality of programs of program contents broadcasted
5 by the broadcast station, and further comprising:

6 calculating an advertisement effect of each program of the program
7 contents on the basis of a number of the audiovisual systems each making a
8 request for viewing each program of the program contents;

9 calculating a recording cost for recording each program of the program
10 contents;

11 calculating a proper recording time of each program of the program
12 contents on the basis of the calculated advertisement effect and the
13 calculated recording cost;

14 generating a selective storage predicting result, based on the calculated
15 advertisement effect, the calculated recording cost and the calculated proper
16 recording time of each program, indicating which from among the program
17 contents are likely ~~which permit~~ to obtain the advertisement effects
18 exceeding more than their recording costs ~~on the basis of their calculated~~
19 ~~proper recording times; and~~
20 conditional storing selectively only the program contents that the
21 selective storage predicting result indicates likely obtaining ~~predicted that~~
22 ~~the program contents permit to obtain the~~ advertisement effects exceeding
23 ~~more than~~ their recording costs.

1 35. (Currently Amended) The delay broadcasting method of claim 29, wherein
2 the broadcasting a program content further includes the broadcast station
3 broadcasting a plurality of programs of program contents and the repeater
4 station receives the ~~a~~ plurality of programs of program contents broadcasted
5 by the broadcast station, and further comprising:
6 calculating an advertisement effect of each program of the program
7 contents on the basis of a number of the audiovisual systems each making a
8 request for viewing each program of the program contents;
9 calculating a recording cost for recording each program of the program
10 contents;
11 calculating a proper recording time of each program of the program
12 contents on the basis of the calculated advertisement effect and the
13 calculated recording cost;
14 generating a selective storage predicting result, based on the calculated
15 advertisement effect, the calculated recording cost and the calculated proper
16 recording time of each program, indicating which from among the program
17 contents are likely ~~which permit~~ to obtain the advertisement effects
18 exceeding more than their recording costs ~~on the basis of their calculated~~
19 ~~proper recording times; and~~

20 conditional storing selectively only the program contents that the
21 selective storage predicting result indicates likely obtaining ~~predicted that~~
22 ~~the program contents permit to obtain the~~ advertisement effects exceeding
23 ~~more than~~ their recording costs.

1 36. (Currently Amended) The delay broadcasting method of claim 20, wherein
2 the broadcasting a program content further includes the broadcast station
3 broadcasting a plurality of programs of program contents and the repeater
4 station receives the a plurality of programs of program contents broadcasted
5 by the broadcast station, and further comprising:

6 calculating an advertisement effect of each program of the program
7 contents on the basis of a number of the audiovisual systems each making a
8 request for viewing each program of the program contents;

9 calculating a recording cost for recording each program of the program
10 contents;

11 calculating a proper recording time of each program of the program
12 contents on the basis of the calculated advertisement effect and the
13 calculated recording cost;

14 generating a selective storage predicting result, based on the calculated
15 advertisement effect, the calculated recording cost and the calculated proper
16 recording time of each program, indicating which from among the program
17 contents are likely ~~which permit~~ to obtain the advertisement effects
18 exceeding more than their recording costs ~~on the basis of their calculated~~
19 ~~proper recording times~~; and

20 conditional storing selectively only the program contents that the
21 selective storage predicting result indicates likely obtaining ~~predicted that~~
22 ~~the program contents permit to obtain the~~ advertisement effects exceeding
23 ~~more than~~ their recording costs.

37. (Canceled)